

# Sangeetha Gomatam

Senior Product Designer — Identity, Security & Enterprise UX

San Diego, CA (willing to relocate) • sgomatam.design@gmail.com • +1 734-773-6110 • [Portfolio](#) • [LinkedIn](#)

---

## SUMMARY

---

Senior Product Designer with 6+ years designing enterprise security products at Duo Security (Cisco). Expertise spans IAM, authentication flows, identity provisioning, and admin interfaces for a platform used by tens of thousands of enterprises worldwide. Works across research, product strategy, and product design to simplify complex workflows for both IT administrators and end users, with prior experience in frontend engineering for network management. Active AI practitioner integrating Claude, Cursor, Claude Code, Figma Make, and ChatGPT into design workflows for rapid prototyping, research synthesis, and shipping; documented point of [view on my portfolio](#).

## EXPERIENCE

---

**Senior Product Designer / UX Engineer** — Duo Security (Cisco)

June 2020 – Present

*Self-Service Experience — End User Enablement*

- **Led the vision** and UX design for a centralized **self-service platform**.
- Leveraged **AI workflows** to accelerate research synthesis, visual prototyping, and documentation across the effort.
- Conducted research with 15+ enterprises across 3 personas to identify support bottlenecks impacting self-service adoption; Synthesized findings into a business case for **stakeholder alignment**.
- Helped define the future vision of self-service at Duo by redesigning navigation and improving application discoverability with categories and favoriting features.

*Identity Provisioning & SCIM*

- Led product design for **user provisioning** and outbound **SCIM** workflows within Duo's identity platform, helping IT administrators automate user lifecycle management.
- Shaped product direction through competitive analysis, story mapping, user journey mapping, and **cross-functional collaboration**.
- Helped scale outbound provisioning features used by 570+ customers, supporting 181K+ users, 3.3K+ groups, and nearly 1,000 active integrations.

*Duo Passport — Authentication Optimization*

- Led research and UX design for Duo Passport, a product focused on **reducing repetitive MFA** prompts and **improving login experiences**.
- Simplified authentication workflows for 3,000+ users and reduced authentication prompts by up to 66%.
- Worked with Product Management, Engineering and Sales to shape the product roadmap by creating user journey maps and prioritization frameworks.
- Created product artifacts presented at **RSA** Conference to aid customer education and go-to-market initiatives.

*Duo Authentication Proxy — Admin Dashboard*

- Led product design for a centralized **security administration dashboard** enabling customers to manage multiple Duo Authentication Proxy deployments.
- Addressed operational pain points affecting approximately 65% of Duo's customer base; designed a configuration management experience used by 1,000+ enterprise customers.
- Reduced support tickets by over 50% through guided UX and improved **information architecture** for complex configuration workflows.

### *Design Systems*

- Contributed to the development and implementation of Duo's **design system**, improving design-engineering collaboration and frontend consistency.
- Bridged design and engineering by contributing directly to frontend implementation using React, JavaScript, HTML, and CSS.
- Improved scalability and reuse of UI patterns across security and authentication products.

**Developer** — Everest Networks (acquired by Fortinet)

May 2016 – Aug 2018

### *WLAN Management*

- Designed and developed **dashboards, configuration workflows, and reporting systems** for enterprise high-density WLAN management products.
- Built networking administration interfaces deployed at scale including **Lincoln Financial Field** and the New York Jets.

## EDUCATION

---

**M.S. Information (Human Computer Interaction)** — University of Michigan School of Information 2018 – 2020

**B.E. Computer Science & Engineering** — B.M.S. Institute of Technology and Management 2011 – 2015

## SKILLS

---

Enterprise UX • Identity & Access Management (IAM) • Authentication & MFA Workflows • User Research & Synthesis • Workshop Facilitation • Workflow Design • Information Architecture • Interaction Design • Accessibility • Product Strategy • Usability Testing • Design Systems • Cross-functional Collaboration • User Journey Mapping • Prototyping • Security Administration UX • Platform Design

## TOOLS & TECHNOLOGIES

---

Figma • FigJam • Sketch • React • JavaScript • HTML • CSS • Angular • Jira • AI tools (Claude, Cursor, ChatGPT, Figma Make) for design exploration, research synthesis, and prototyping

## ADDITIONAL

---

Mentor, Technovation (2022 – 2023) • Graduate Student Instructor, University of Michigan (2019 – 2020) — SQL, Django, and web application development.